

2010 Durham Workforce Development Board Retreat Notes

- **Relationship Building Activity**
 - Common Themes & Interests Among Board Members
 - Collaboration
 - Services
 - Workforce
 - Vendors
 - Connecting Employers & Job Seekers
 - Fostering a skilled workforce
 - Moving 501(c)3 forward
 - Meeting the needs of small businesses
 - Linking the DWDB with businesses
 - Partnerships
 - Helping ex-offenders become employed
 - Shrinking down the original plan
 - Connecting training opportunities to employment
 - Awareness of legislative initiatives & impacts
 - Appreciation of DTCC
- **DWDB Presentation (Kevin Dick): Contracted to Direct Services**
 - Support documentation to be sent to entire group ASAP
 - Decisions made/voting after documentation/questions sent to entire board
 - Use of the word “bureaucracy”
 - Importance of transparency
 - Questions – to be e-mailed to the entire group
 - DWDB to e-mail questions to Nick
 - Place questions on web
 - What does the organizational chart look like?
 - Include job descriptions
 - Current positions & forecasted positions
 - What is the cost savings?
 - Will DWDB be voting in May on this topic?
 - Contingent on whether all information has been sent to all board members

- Contracts can be extended to September if larger decision is not voted on in May
- Should we be extending all contracts for a year while we evaluate this decision?
- Has an opportunity been given to GMSI and CPI to analyze ways to lower cost?
 - Yes, have had opportunity to present at DWDB Exec. Meeting (CPI presented)
 - Send numbers to group
- Importance of analyzing the 12 jobs that might be lost if contracts are ended
 - Reminder: 8 jobs will be created with potential transition
- Will the board have an opportunity to sit down and discuss this? Or have a conference call?
 - As needed in May
 - May 13th – executive committee meeting
 - Board meetings are public (i.e. Joblink Steering Committee)
 - multiple ones in May
 - board members can attend
- Why not releasing another RFP?
 - Waiting first to decide if change will be made
 - Had delayed it
 - RFP process: ~ 6 weeks
 - Board decided an RFP would go out in February
 - Could allow us to have both options available?
 - We would not be ready to go by July 1
 - Could delay contract
 - Include clause: “start date will be determined by the DWDB at a later date”

BOARD DISCUSSION

• **Topic #1: Making Durham a High Demand Industry Center (DWDB Strategic Goal 1)**

- *In reviewing the presented – high demand, high growth industry information, what are some of the key opportunities to target investments that will help prepare and/or connect Durham residents to take advantage of these for these job opportunities?*
- *What role should the board play in creating awareness in the community about employment opportunities in high growth and emerging industries? What strategies could be implemented?*
- *What actions could the board take to help close the skills gaps for under/unemployed individuals to meet the needs of high growth and emerging industries?*

• **Ideas (add all ideas to list later):**

- Needs assessments of our businesses
 - Help to build a strong relationship with businesses
- Making the connection of training/education to business incubators
- Getting more venture capital businesses in the area
- Connecting businesses/jobseekers to OEWD and JobLink
 - Targeting more small businesses (will start doing hiring more than larger businesses)
- Revamp of technology at local and state level
 - Make more interactive & informative
 - Recreate a one-source site for information
 - Bring IT into the 21st Century
- Understand skillsets of those on the board
 - Specifically those who are competent in IT
- Create a mentoring program for youth with board members serving as a mentor/supporting program
 - “Cradle-to-career” approach
- Consider setting up an ad-hoc “Strategic Planning” task force
- Encouraging entrepreneur opportunities
- Early Childhood – science, math
- What can board do – support? Be part as a board to create ; be funded 501c3-paper clips
- Form mentorship program for kids
 - Put youth in a position where they are responsible.
 - Don’t need to just write a check
 - Board members have an opportunity to give back
 - Board have so much talent partnership agreement
 - Talent for group; Summer time-Measurement Inc own employment program.
 - Job Shadowing
 - Go into school system – have opportunity-can elect

- Interventions @ early childhood
 - Financial
 - Grants
 - Not fill = available
 1. Healthcare
 2. Birth Control
 3. Nutrition
 4. Finances
 - Board=support & participate in existing programs, i.e. Childrens Zone, Make Durham
 - Usage of JobLink System
 - Market DWDB through Social Network i.e. Twitter, Facebook, Skype
 - Presentation to HR Professionals
 - Needs Assessments of businesses
 - Employment/Career Fairs (not necessarily a recruitment event but these are the things we are look for)
 - Emphasize soft skills training
 - Businesses to present their needs.
- **Topic #2: WIA Reauthorization/Legislative Agenda Opportunities (DWDB Strategic Goal 2)**
 - *In light of the presentation you just heard, what are some of the legislative issues with which the board should concern itself?*
 - *Based on your response to ques. 1, list a proposed prioritization for agenda items.*
 - *What would be the most effective vehicle (other than government) by which the board could present its issues? What are the mechanisms by which the board should voice its concerns (other than writing letters)?*
 - *What is the interest amongst board members to serve on an ad hoc legislative agenda committee?*
- **Ideas (add all ideas to list later):**
 - Market the summer youth program
 - Make sure businesses are aware of opportunities
 - Give personal calls to businesses
 - Look into impact of new jobs bills (Robin Miller received info. on it)
 - Could assist with placement & small business relief
 - A template that is easy to comply with
 - 17.6 Million
 - How does our involvement in community organizations impact the board acting as a 501 (c)3?
 - Can the board lobby as a 501 (c)3?
 - Where do you get info from?

- Utilize City staff
 - Joining a national organization that sends out e-mail reminders
 - Work in stronger collaboration with respective committees
- What is the Chamber's position?
 - Can they lobby for us?
- Advocate for more training and resources
- **Topic #3: 501 (c)3 Advancement/Opportunities (DWDB Strategic Goal 3)**
 - *What are some of the targeted types of non-formula funded grants the board would like to see staff pursue (i.e. population served, type of workforce-related services)?*
 - *What other types of resource development opportunities could be pursued under the board's 501(c)3 status?*
 - *What is the interest level amongst board members in serving on a 501(c)3 planning committee?*
- *Ideas (add all ideas to list later):*
- *A Motion was made by Sharon McCormick and second by Marsha Basloe to support a proposition made by Barker French to support the East Children's Zone. This motion was unanimously approved by members.*
 - Movement to support the East Durham Children's Initiative
 - Need more detail on what "support" means
 - Link to strategic plan
 - How will progress be monitored?
 - Create a mission, including defining the customer base
 - Examine success of other areas that have done similar initiatives
 - Try to analyze/compile list of what organizations are already doing in that area
 - Send info about East Durham Children's Initiative
 - Needs assessment of East Durham Area
 - Then determine what needs are and role would be
 - Survey community to find out what childcare needs are
 - Will help them to achieve employment
 - Where are you accessing childcare?
 - Is it a certified center?
 - Childcare curriculum should be the same/comparable amongst families of all socioeconomic status/income level
 - Utilize existing grant (green jobs training for young parents) to create a comprehensive approach
 - Examine grant funds in other departments
 - What is available
 - Using 501(c)3 status to solicit supportive services (instead of using existing funding)

- Integrate workforce opportunities for parents with childcare providers in Durham
 - Help train individuals/achieve employment in childcare field
- Connect with partners at DTCC (Small Business Center)
 - Teach how to be child care center owners
 - Specifically a 5-star center
- Use technology (i.e. texting; twitter) to send out workforce information
- Use incumbent worker grant to apply for dollars for companies to train existing employees

Innovative Programs – “A Year in Review”

- **JobsNow**
- **StraightLine**
- **Summer Youth Employment Program**
- **ARRA Work Experience Program**
- **Brownfields Job Training Program**
- **Ex-Offender Program**
 - Connect strategic plan with accomplishments in “a year in review”